

# LighterLife receives nomination for Franchisor of the Year Awards

Submitted by: pr-sending-enterprises

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LighterLife has announced that it has been nominated for the British Franchise Association (BFA) Franchisor of the Year Awards, in the Brand Builder category.

The nomination recognises the huge marketing effort that has been a key focus for LighterLife over the last 12 months. LighterLife has launched a wide range of marketing initiatives. These include helping franchisees build brand awareness by providing them with an extensive range of tools and materials as well as significant financial support and comprehensive training. Combined with this activity, LighterLife has also implemented a range of successful TV, press and online campaigns.

Sara Jamison, CEO at LighterLife commented: "We are delighted to have been shortlisted for the Brand Builder Award. We see this as recognition of the huge marketing and PR effort that has been a main focus for LighterLife in the last 12 months. As a result of significant investment in brand building initiatives we have already seen a dramatic increase in direct referrals for our franchisees. Winning this award would highlight the strength of our brand to both existing and potential franchisees, and would be testament to the hard work of everyone within our organisation."

Sharon Barber became a qualified LighterLife Counsellor in 2008 and practices in South Shields. Sharon commented on her decision to become a LighterLife franchisee: "Whilst I was working for NatWest I joined LighterLife to lose weight ([http://www.lighterlife.com/why\\_choose\\_lighterlife.aspx](http://www.lighterlife.com/why_choose_lighterlife.aspx)). After successfully completing the programme I decided to take on a LighterLife franchise. Being a LighterLife franchisee is a great way to be self employed but still benefit from training, advice and the marketing advantage of a nationally recognised brand."

LighterLife is a weight-loss (<http://www.lighterlife.com/>) and weight-management programme for people who are one stone or more overweight and with a body mass index of 25 or above.

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## About LighterLife

LighterLife offers programmes specific to the obese and the overweight, showing them how to lose weight ([http://www.lighterlife.com/how\\_does\\_lighterlife\\_work.aspx](http://www.lighterlife.com/how_does_lighterlife_work.aspx)) with the use of weight loss aids including nutritionally complete soups, shakes and bars combined with specialised counselling using cognitive behavioural therapy (CBT) and transactional analysis (TA) techniques. Clients benefit not only from safe, fast weight loss (<http://www.lighterlife.com/>) but they also learn the behavioural changes needed to sustain it.

Founded in 1996, the LighterLife Programme was developed by three of its directors - Jackie Cox, Bar Hewlett and Rebecca Hunter. Over 100,000 people have successfully lost weight with LighterLife since 1996.

PR Contact:  
Heather Howell

PR Executive  
LighterLife  
Cavendish House  
Parkway  
Harlow Business Park  
Harlow  
Essex  
5QF CM19  
01279 636998  
[www.lighterlife.com](http://www.lighterlife.com)